

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2018/2019

BBS2044 – BUSINESS AND SOCIETY

(All sections / Groups)

5 March 2019
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question paper consists of 3 pages (inclusive of cover page) with 4 structured questions only.
2. Answer **ALL** questions. The mark distribution for each question is given.
3. Please write all your answers in the answer booklet provided.

QUESTION 1

- a. Business ethics is important in serving the society's well-being as well as avoiding negative social issues. What is business ethics? Explain why it is important for students in higher institution to study business ethics.

(13 marks)

- b. Stakeholders are groups to be managed for the benefit of the firm. Briefly explain **FOUR (4)** responsibilities of a firm towards their stakeholders in terms of the business environment.

(12 marks)

QUESTION 2

- a. The role of government in regulating businesses is important in the context of business-society relationship. Explain **FOUR (4)** reasons government should promote social goals such as safe working environments, clean air and safe products.

(12 marks)

- b. Why is corporate governance such an important ethical issue? Illustrate the controls and steps that a business can take to practice a good corporate governance.

(13 marks)

QUESTION 3

- a. What is a misleading advertisement? Give **FOUR (4)** commons methods used where advertisement can be misleading from your own observations and experiences.

(13 marks)

- b. Employees are important to an organization. List **FOUR (4)** obligations of employers to their employees.

(12 marks)

QUESTION 4

- a. Discuss **THREE (3)** negative impacts that corporations have had on the environment by referring to some examples you have come across during the course. Provide **THREE (3)** recommendations on how corporations can act responsibly towards the environment.

(12 marks)

Continued.....

- b. Technology advancement has significantly affected the lives of people. However, technology poses unethical behavior and potential threats to internet users. Discuss.

(13 marks)

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